PLAYER'S NAVY CUT

It's been almost a year since Player's Navy Cut returned from the mid-1900's. The brand has built a loyal smokers group slowly but steadily. In some stores, the brand has over a 5% share. Continued support of PNC in 1997 means more PM volume and share! Don't miss the opportunity to make PNC better than ever - support Player's Navy Cut!

GRATIS PROGRAM:

- The Gratis Program is extended through February 1997!
- Retailers will be offered an introductory gratis of one free carton for every 5 cartons ordered. And on a monthly basis, one free carton will be offered for:
  - Displaying the permanent merchandiser and keeping it stocked
  - *Placing Players Navy Cut permanent and temporary P.O.S.*
  - Accepting Players Navy Cut promotions

Oct.	'96 Nov.	Dec.	Jan.	'97 Feb.	March
	Buy 2 Packs, Get a Free CAP			Buy 2 Packs, Get Free CARDS	EXCITING NEW VISIBILITY PROGRAM

- Through all of 1997, look for exciting, incentive-based promotions which will support Player's Navy Cut.

ADDITIONAL PROGRAMS IN 1997:

- Increased brand presence through billboards, magazines and an *all-new bar program!*
- Exciting retail promotions.
- *New, break-through and functional P.O.S. which increases* visibility of Player's Navy Cut!
- FREE matches for your store throughout 1997.

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